

TELOCATOR



The Personal Communications Industry Association

RECEIVED

JUL 23 1992

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

**ORIGINAL
FILE**

RM-8017

BY HAND

July 23, 1992

Donna R. Searcy
Secretary
The Federal Communications Commission
1919 M. Street NW, Room 222
Washington DC 20554

RE: Petition for Rulemaking of the Association for Private Carrier Paging Section of the National Association of Business and Educational Radio, Inc., for Amendment of Section 90.75(c)(10) of the Commission's Rules and Regulations to Permit Private Carrier Paging Licensees to Provide Services to Individuals (RM-8017)

Dear Ms. Searcy:

Enclosed are an original and four copies of Telocator's Comments on the above referenced petition for rulemaking.

Sincerely yours,

Mark J. Golden
Vice President, Government Relations

1019 Nineteenth Street, NW Suite 1100
Washington, DC 20036
Tel: 202-467-4770
Fax: 202-467-6987

No. of Copies rec'd 0+4
List A B C D E

RECEIVED

JUL 23 1992

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C. 20554

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

In the Matter of:

Petition for Rulemaking of the
Association for Private Carrier
Paging Section of the National
Association of Business and
Educational Radio, Inc., for
Amendment of Section 90.75(c)(10)
of the Commission's Rules and
Regulations to Permit Private
Carrier Paging Licensees to
Provide Services to Individuals

RM-8017

COMMENTS OF TELOCATOR

Telocator, the Personal Communications Industry Association ("Telocator"), hereby submits its comments in support of the above referenced petition, which seeks amendment of Section 90.75(c)(10) of the Commission's rules to permit Private Carrier Paging ("PCP") systems operating on paging-only frequencies to provide service to individuals.

Telocator is the national trade association for the personal communications industry. Its members include both Radio Common Carrier ("RCC") and private carrier paging companies, cellular carriers, conventional mobile telephone companies and entities involved in emerging Personal Communications Services.

As the petition accurately points out, mobile communications services generally and paging services particularly are increasingly in demand for both business and personal applications. Indeed, Telocator is currently engaged in a national public relations effort on behalf of the paging industry, which focuses on the benefits of paging service in an individual's conduct of

his or her daily life¹. Paging service, in addition to its commonly recognized applications in business environments, plays an increasingly prominent role in the lives of individuals in our increasingly mobile and fast moving society. Pagers are used by parents (particularly, single parents) to keep in contact with their children, by expectant spouses to keep in touch with one another, by patients awaiting vital organ transplants to keep in communication with their doctors or medical center, and by the elderly or infirm, enabling them to enjoy a level of independence while maintaining a lifeline connection to their families or caretakers, to name but four of the most common non-business applications for paging service.

The paging companies which are currently and increasingly providing paging for use by individuals rely upon mass market advertising and distribution methods in order to reach the general public. Traditionally, such provision of service to the public-at-large would be considered a Common Carrier activity. The traditional role of private carriers, on the other hand, was the provision of services to small, specialized groups with unique needs: in-house paging systems within a hospital, for example.

The public/private dichotomy between common and private carriage categories of mobile service providers, however, has increasingly been blurred by the market place and Commission

¹See "Paging PR Campaign Launched," Telocator Member Report, Spring 1992, page 1 (attached).

action. Most significant in this regard was the action by the Commission in January, 1991, which expanded the definition of entities eligible to use services provided on Private Land Mobile frequencies.² This action greatly expanded the eligible market for services offered by PCPs. The action stopped short, however, of expanding PCP service to individuals.

The petition argues, and Telocator concurs, that this remaining restriction on PCP service to individuals constitutes an arbitrary regulatory burden imposed upon one segment of the paging market which, given the general blurring of the distinction between common carrier and private carrier paging operations, serves no meaningful purpose.³

Accordingly, Telocator supports the amendment proposed in the present petition and urges the Commission to promptly adopt a Notice of Proposed Rulemaking to effectuate the change.

²Report and Order, PR Docket No. 89-45, 68 RR 2d 1069 (1991).


³At the same time, it is important to note that there are other, remaining regulatory disparities between private and common carrier paging providers which are equally arbitrary and injurious to the Commission's recognized goal of encouraging the provision of as many communications service options to potential users as possible. The present petition itself points out that "common carrier providers, by virtue of their common carrier status, may not be able or permitted to meet specialized requirements of certain customers" (Petition at pages 8-9) and that PCPs, unlike RCCs, may "make individualized decisions to include or exclude a particular user or class of users if the operator does not choose to serve such persons or groups." (Petition at page 9) While beyond the scope of the current proceeding, these, and other examples of differing regulatory treatment of providers of like services also deserve prompt and careful consideration by the Commission.

- 4 -

Respectfully submitted,


**Telocator, the Personal
Communications Industry
Association**

By:



Thomas A. Stroup
Telocator, the Personal Communi-
cations Industry Association
1019 19th Street NW, Suite 1100
Washington DC 20036
(202) 467-4770

July 23, 1992



TELOCATOR EMBER REPORT

Paging PR Campaign Launched



Press kits describing benefits and applications of paging were distributed to media representatives attending the New York kickoff event, as well as to hundreds of others throughout the country.

A March 11 "Lifestyle Management Seminar" at New York's Essex House marked the initial exposure of national news editors to the paging industry's 1992 public awareness campaign.

"Paging. For the Business of Life" is the campaign theme, representing an effort to elevate paging in the media's consciousness. Time management expert Michael Fortino addressed editors of such publications as *Glamour*, *Working Woman* and *Family Circle* on the time saving and stress reduction attributes of paging. Fortino then took the message on the road to spread it in other major news markets.

The New York event and Fortino's further travels are just part of a series of activities to be carried out in 1992 under the direction of the Washington, D.C. firm of Kaufman Public Relations. Kaufman was selected last fall by a committee of paging industry marketing executives working under the direction of the Telocator Board of Directors. Motorola's Paging Division is underwriting costs of the program in 1992, while a combination of carrier funding and broad-based manufacturers support will carry it forward in future years. Telocator's board intends the public awareness campaign to be an ongoing and expanding effort.

The campaign elements include a heavy emphasis on media relations, with a goal of expanding awareness of paging's capabilities to suit a variety of business and personal communications needs.

"When a pager is shown to save time around the house in a segment on a morning network news show and in the pages of a women's magazine, people begin to think of it in a brand new light," said Allen Carrier, vice president of Kaufman.

Other activities to watch for this year include special promotions and contests, placement of pagers in movies and television shows and a special magazine "advertorial" inserted in a national news magazine.

SPRING 1992

CERTIFICATE OF SERVICE

I hereby certify that on this 23rd day of July, 1992, I caused copies of the foregoing "Comments" to be mailed via first-class postage prepaid mail to the following:

David E. Weisman, Esq.
Alan S. Tilles, Esq.
Meyer, Faller, Weisman and
Rosenberg, P. C.
4400 Jenifer Street, N. W.
Suite 380
Washington, D. C. 20015

Attorneys for the Association
for Private Carrier Paging
Section of the National
Association of Business and
Educational Radio, Inc.



Mark J. Golden